

ORDER



Orders
Order / Rev: 61599
Alt Order #: 09820472
Product Desc: AARON BEAN FL SENATE
Estimate: 441
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: CIA - O

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Aaron Bean (R) FL Senate District 4
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	43	\$28,500.00	\$24,225.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$28,500.00	\$24,225.00	0.00
Totals	43	\$28,500.00	\$24,225.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	27%	\$28,500.00
Market	100%	\$105,555.56

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	12%	\$12,666.67
WCWJ	0%	\$0.00
WJXT	23%	\$24,277.78
WJXX	5%	\$5,277.78
WTLV	33%	\$34,833.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	10/16/12	10/19/12	Action News @ 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
Action News @ 6p NEWS RATE/FREQUENCY REVISED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$400.00		0.00				
E 2	WTEV	10/16/12	10/19/12	Letterman	CM	11:35 PM-12:35 AM	- TWTF - -	:30	4	\$80.00	P-3	0.00	NM	4	\$320.00
Letterman DAVID LETTERMAN ADD 1X															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$80.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	10/16/12	10/19/12	Letterman Letterman DAVID LETTERMAN ADD 1X	CM	11:35 PM-12:35 XI-	TWTF--	:30	4	\$80.00	P-3	0.00	NM	4	\$320.00
E 3	WTEV	10/16/12	10/21/12	M-F Action News @ 11p M-F Action News @ 11p NEWS	CM	11:00 PM-11:35 PI-	TWTFSS	:30	4	\$220.00	P-3	0.00	NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTFSS			4		\$220.00		0.00				
E 4	WTEV	10/17/12	10/17/12	Wed Reg 2 Wed Reg 2 CRIMINAL MINDS	CM	9:00 PM-10:00 PM-	--W----	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,700.00		0.00				
E 5	WTEV	10/18/12	10/18/12	Thu Reg 2 Thu Reg 2 PERSON OF INTEREST REVISED RATE	CM	9:00 PM-10:00 PM-	--T---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--T---			1		\$2,200.00		0.00				
E 6	WTEV	10/19/12	10/19/12	Fri Reg 1 Fri Reg 1 CSI: NY REVISED RATE	CM	8:00 PM-9:00 PM	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$1,200.00		0.00				
E 7	WTEV	10/20/12	10/20/12	Sat Reg 2 Sat Reg 2 CRIMETIME REVISE RATE	CM	9:00 PM-10:00 PM-	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$800.00		0.00				
E 8	WTEV	10/21/12	10/21/12	Face the Nation Face the Nation FACE THE NATION REVISED RATE	CM	10:30 AM-11:00 AM	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$2,500.00		0.00				
E 9	WTEV	10/21/12	10/21/12	Su Action News @ 630p Su Action News @ 630p NEWS REVISED RATE	CM	6:30 PM-7:00 PM	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$200.00		0.00				
E 10	WTEV	10/21/12	10/21/12	Sun Reg 1 Sun Reg 1 60 MINUTES REVISED RATE	CM	7:00 PM-8:00 PM	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$4,000.00		0.00				
E 11	WTEV	10/22/12	10/22/12	Action News @ 6p Action News @ 6p NEWS REVISED RATE	CM	6:00 PM-6:30 PM	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$400.00		0.00				
E 12	WTEV	10/22/12	10/22/12	Letterman Letterman DAVID LETTERMAN	CM	11:35 PM-12:35 XI-	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$80.00		0.00				
E 13	WTEV	10/22/12	10/22/12	M-F Action News @ 11p M-F Action News @ 11p NEWS	CM	11:00 PM-11:35 PI-	M-----	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$220.00		0.00				
E 14	WTEV	10/16/12	10/19/12	Action News @ Noon Action News @ Noon NEWS ADD	CM	12:00 PM-12:30 PI-	TWTF--	:30	4	\$230.00	P-3	0.00	NM	4	\$920.00

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E 14	WTEV	10/16/12	10/19/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	- TWTF - -	:30	4	\$230.00	P-3	0.00	NM	4	\$920.00
NEWS ADD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					4	\$230.00		0.00			
E 15	WTEV	10/16/12	10/19/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
NEWS ADD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					3	\$400.00		0.00			
E 16	WTEV	10/16/12	10/19/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
NEWS ADD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					3	\$400.00		0.00			
E 17	WTEV	10/16/12	10/19/12	M-F 730p M-F 730p	CM	7:30 PM-8:00 PM	- TWTF - -	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
2.5 MEN ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					4	\$250.00		0.00			
E 18	WTEV	10/18/12	10/18/12	Thu Reg 2 Thu Reg 2	CM	9:00 PM-10:00 PM	- - - T - - -	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
2.5 MEN ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - T - - -					1	\$2,200.00		0.00			
E 19	WTEV	10/21/12	10/21/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	- - - - - S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
SUNDAY AM ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - S					1	\$600.00		0.00			
E 20	WTEV	10/22/12	10/22/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	- - - - -	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
NEWS ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$230.00		0.00			
E 21	WTEV	10/22/12	10/22/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
NEWS ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$400.00		0.00			
E 22	WTEV	10/22/12	10/22/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
NEWS ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$400.00		0.00			
E 23	WTEV	10/22/12	10/22/12	M-F 730p M-F 730p	CM	7:30 PM-8:00 PM	M- - - - -	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
2.5 MEN ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$250.00		0.00			
E 24	WTEV	10/22/12	10/22/12	Mon Spec Debate	CM	9:00 PM-10:30 PM (9:00 PM-10:30 PM)	M- - - - -	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
PRES DEBATE ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$4,000.00		0.00			
													Totals	43	\$28,500.00